

Effective 31 July 2001

Personnel—General

United States Army Recruiting Command Award for Junior Reserve Officers' Training Corps

For the Commander:

DAVID L. SLOTWINSKI
Colonel, GS
Chief of Staff

Official:

ROGER H. BALABAN
Director, Information Management

History. This UPDATE publishes a revised regulation which is effective 31 July 2001.

Summary. This regulation covers policies and procedures for managing administering the United States Army Recruiting Command Award for Junior Reserve Officers' Training Corps Program.

Applicability. This regulation applies to all personnel of the United States Army Recruiting Command.

Proponent and exception authority. The proponent of this regulation is the Director of Advertising and Public Affairs. The proponent has the authority to approve exceptions to this regulation that are consistent with controlling law and regulation. Proponents may delegate the approval authority, in writing, to a division chief within the proponent agency in the grade of major.

Army management control process. This regulation contains management control provisions in accordance with AR 11-2 but does not identify key management controls that must be evaluated.

Supplementation. Supplementation of this regulation is prohibited.

Suggested improvements. The proponent agency of this regulation is the Office of the Director of Advertising and Public Affairs. Users are invited to send comments and suggested improvements on DA Form 2028 (Recommended Changes to Publications and Blank Forms) directly to HQ USAREC (RCAPA-LA), Fort Knox, KY 40121-2726.

Distribution. Distribution of this regulation has been made in accordance with USAREC Pam 25-30, distribution A. This regulation is published in the Recruiting Station Administration UPDATE.

Contents (Listed by paragraph number)

Purpose • 1
References • 2
Explanation of abbreviations • 3
Policy • 4
Responsibilities • 5
Procedures • 6
Award elements • 7
Reports • 8

Appendixes

A. Steps for Conducting an Awards Ceremony
B. Recruiter Tips

1. Purpose

This regulation furnishes guidance for conducting the United States Army Recruiting Command (USAREC) Award for Junior Reserve Officers' Training Corps (JROTC) Program in support of recruiting.

2. References

- a. Related publication. AR 145-2 (Organization, Administration, Operation, and Support).
- b. Prescribed forms.
 - (1) USAREC Form 848 (Award Program - Rctg Bn Afteraction Report). (Prescribed in paras 5a(2), 5b(2), and 8a).
 - (2) USAREC Form 1044 (Official Selection Form for the Army Recruiting Command JROTC Cadet Award). (Prescribed in paras 5c(2), 5c(3), and 5d(1).)
- c. Referenced form. DA Form 5498 (U.S. Army Recruiting Command Award for JROTC Certificate).

3. Explanation of abbreviations

- a. A&PA — advertising and public affairs
- b. GO — general officer
- c. HQ USAREC — Headquarters, United States Army Recruiting Command
- d. HS — high school
- e. JROTC — Junior Reserve Officers' Training Corps
- f. Rctg Bde — recruiting brigade
- g. Rctg Bn — recruiting battalion
- h. RS — recruiting station
- i. USAREC — United States Army Recruiting Command

4. Policy

- a. Eligibility. Any high school (HS) in the U.S., its possessions and territories, and Department of Defense HS's overseas conducting a recognized Army JROTC Program recognized by the United States Army Cadet Command are eligible to participate.
 - b. Recruiting brigade (Rctg Bde) commanders are responsible for implementation of this program within their subordinate recruiting battalions (Rctg Bns).
 - c. This award recognizes one Army JROTC cadet at each school for outstanding achievement and contributions to the JROTC Program. Only one cadet per school can be recognized.
 - d. Criteria for the award outlined in AR 145-2, paragraph 8-15, require that the cadet:
 - (1) Be in the second year of a 3-year program or in the third year of a 4-year program.
 - (2) Be in the top 25 percent of his or her academic class.
 - (3) Have demonstrated outstanding leadership traits and possess the potential for assum-

ing positions of increased responsibility.

(4) Participate in extracurricular activities that foster both scholastic and military excellence.

(5) Demonstrate qualities of dependability and good character, respect military discipline and standards, and possess a fundamental and patriotic understanding of the importance of JROTC training.

(6) Not have previously received the award.

5. Responsibilities

a. Directorate of Advertising and Public Affairs, Headquarters, United States Army Recruiting Command (HQ USAREC) will:

(1) Coordinate production and distribution of medals, certificates, and certificate covers.

(2) Use the completed USAREC Forms 848 (Award Program - Rctg Bn Afteraction Report) (see fig 1) from Rctg Bdes to determine program supply needs for the next school year.

b. Rctg Bdes will:

(1) Provide program guidance to Rctg Bns.

(2) Rctg Bdes will e-mail a completed forms package of USAREC Form 848 to HQ USAREC (RCAPA-LA) annually to be received no later than 31 July. This will serve as the basis for program material resupply for the next school year.

(3) Forward an e-mail on any damaged materials to HQ USAREC (RCAPA-LA).

c. Rctg Bns will:

(1) Provide program guidance to recruiters.

(2) Mail or have recruiters deliver program materials to the HS's with a letter (see fig 2) from the Rctg Bn commander asking for their participation. Include USAREC Form 1044 (Official Selection Form for the Army Recruiting

*This regulation supersedes USAREC Regulation 600-31, 5 August 1993.

Command JROTC Cadet Award) (see fig 3).
NOTE: USAREC Form 1044 is electronically generated.

(3) Instruct recruiters to print either the recruiting station (RS) or Rctg Bn fax number on the USAREC Form 1044 prior to taking it to the HS.

(4) Send an e-mail to the Rctg Bde within 48 hours after receipt of program materials if they are damaged or if there are items missing.

(5) Encourage recruiters to talk to JROTC instructors to make sure they understand the award program and to coordinate presentation arrangements.

(6) Provide in writing to Rctg Bdes all medal, certificate, and certificate cover orders. Rctg Bdes to set their own deadline requirements for Rctg Bns so it arrives at HQ USAREC by the end of July.

(7) Verify receipt of medals and supplies in writing, 48 hours after receipt. Note any damage or shortages.

(8) Encourage recruiters to visit participating schools to ensure they have received a direct mail package from the Rctg Bn, understand the program, and coordinate presentation arrangements.

(9) Contact schools which have not submitted selection forms 3 weeks prior to the program deadline (30 April) to provide them a last chance to participate.

(10) Rctg Bns will update their JROTC school lists as needed. They are no longer required to update and send a copy to HQ USAREC. Rctg Bns will be responsible for additions and deletions as they see fit or as directed by the Rctg Bde commander.

d. Recruiters will:

(1) Ensure that the RS or Rctg Bn fax number is entered on the USAREC Form 1044.

(2) Visit the JROTC instructors to ensure they are aware of the program and have submitted a cadet for the award, and make sure the school administration is aware that one of their students will be nominated for an award.

(3) Distribute selection forms and promotional brochures to schools who have not received or have lost theirs.

(4) Contact schools which have not submitted selection forms 3 weeks prior to the program deadline (30 April) to provide them a last chance to participate.

(5) Present awards or oversee award presentations. See appendix A for steps for conducting an awards ceremony, appendix B for recruiter tips, and figure 4 for sample presentation remarks.

6. Procedures

a. Rctg Bn advertising and public affairs offices (A&PA) update HS mailing lists from recruiters, RS commanders, education services specialists, operations personnel, and schools.

b. Program materials will be hand-carried or mailed to the school with a letter from the Rctg Bn commander.

c. School nominates one cadet.

d. The school should fax the form back to the RS or Rctg Bn whose fax number is printed on the selection form.

e. Rctg Bn A&PA will:

(1) Notify recruiters of presentation date.

(2) Prepare certificate and cover of awardee.

(3) Distribute medal and certificate to responsible RS.

(4) Write press release and send it to hometown media. Sample release is at figure 5.

(5) Optional. Have recruiters forward copies of clippings to them.

f. Recruiters will:

(1) Verify presentation date to ensure it has not changed.

(2) Present award if possible, or ask a local reservist or general officer (GO) to present the award.

(3) Optional. Save clippings in paper and forward to Rctg Bn A&PA.

7. Award elements

a. Certificates and certificate covers. Certificates and certificate covers will be printed by the Government Printing Office and distributed to Rctg Bns.

b. Medals.

(1) JROTC medals will be produced and distributed directly to Rctg Bns in January.

(2) Unused medals will be retained by Rctg Bns for future use. JROTC medals will be safeguarded by treating them as accountable items.

c. Allow only one medal per assigned school.

8. Reports

a. No later than 31 July, Rctg Bdes will provide a consolidated USAREC Form 848 and a by Rctg Bn USAREC Form 848. This form will be transmitted electronically to HQ USAREC (RCAPA-LA) and will be used to order program materials for the next school year. Separate forms must be provided for each Rctg Bn, as materials are mailed directly to each Rctg Bn.

b. Please report on the number of schools mailed, number of forms received to date, and the number of presentations made.

c. Rctg Bdes to set their own deadline requirements for Rctg Bns' input to arrive at HQ USAREC by the deadline.

AWARD PROGRAM - RCTG BN AFTERACTION REPORT

(For use of this form see USAREC Reg 600-34, USAREC Reg 600-32, or USAREC Reg 600-31)

_____ S/A _____ X _____ JROTC _____ S OF N

RCTG BN NAME _____ Jackson Rctg Bn _____ RSID _____ 3T _____

SCHOOLS ASSIGNED _____ 50 _____ FORMS RECEIVED _____ 50 _____ PRESENTED _____ 50 _____

PRESENTATIONS MADE BY _____ 45 _____ ARMY _____ 2 _____ GO _____ 3 _____ SCHOOL

MEDIA COVERAGE: _____ 50 _____ LOCAL NEWSPAPERS _____ 50 _____ SCHOOL PAPERS

COI _____ 63 _____ LEADS _____ 12 _____

HARD TO PENETRATE SCHOOLS _____ 5 _____

AWARDS: PLAQUES/MEDALS ON HAND _____ 2 _____ NEEDS FOR NEXT YEAR _____ 48 _____

CERTIFICATES ON HAND _____ 25 _____ NEEDS FOR NEXT YEAR _____ 50 _____

COVERS ON HAND _____ 25 _____ NEEDS FOR NEXT YEAR _____ 25 _____

BROCHURES ON HAND _____ NA _____ NEEDS FOR NEXT YEAR _____

COMMENTS: _____ Great way to get into schools and get qualified leads. _____

USAREC Form 848, Rev 1 Jan 1994 (Previous editions are obsolete)

Figure 1. Sample of a completed USAREC Form 848

(Rctg Bn Letterhead)

Dear Senior Army Instructor:

On behalf of the United States Army Recruiting Command, I would like to take this opportunity to invite you and your school to participate in a dynamite award program designed to recognize exceptional JROTC cadets.

The United States Army Recruiting Command Award for JROTC is available to all schools with an Active Army JROTC Program at no cost to the school or obligation to the student.

Criteria for the award requires the cadet:

- Be in the second year of a 3-year program or in the third year of a 4-year program.
- Be in the top 25 percent of his or her academic class.
- Have demonstrated outstanding leadership traits and possess the potential for assuming positions of increased responsibility.
- Participate in extracurricular activities that foster both scholastic and military excellence.
- Demonstrate qualities of dependability and good character, respect military discipline and standards, and possess a fundamental and patriotic understanding of the importance of JROTC training.
- Not have previously received the award.

I encourage you to take advantage of this program. Simply complete the enclosed selection form and fax it today. A staff member from the Army recruiting battalion in your area will contact you and provide participation details.

Please take time now to identify the cadet at your school who is eligible for and deserving of this award. Start a proud Army tradition at your school by participating in this recognition program.

Sincerely,

Enclosure

(Rctg Bn Commander's Signature Block)

Figure 2. Sample Rctg Bn request for participation

Official Selection Form for the Army Recruiting Command JROTC Cadet Award (For use of this form see USAREC Reg 600-31)			
All selections must be faxed by April 30. Allow 4 weeks for processing. Please type or print legibly to facilitate processing.			
SECTION I - REQUIRED DATA			
1. Proposed presentation date <i>(Estimate if exact date is unknown)</i> : May 18 at 7:30 p.m.			
For Army Use Only			
2. RSID: 4F2G	3. School Name: Moore High School		
4. School Address: 7417-35th St.	5. City: Greenwood	6. State: MS	7. ZIP Code: 38930
8. JROTC Coordinator: COL James Adams	9. Title: Senior Army Instructor	10. Telephone Number: (708) 234-5678	
11. Best time to reach: 2:00 to 3:00 p.m.	12. School Coordinator's Signature: /signed/		
SECTION II - RECIPIENT INFORMATION			
13. Recipient's Name: Cadet John Terry		14. Recipient's Parents: Don & Ann Terry	
15. Address: 35-7A Magnum St.		16. City: Greenwood	17. State: MS
18. ZIP Code: 38930		19. Year of Graduation:	
20. Grade Point Average <i>(On a 4.0 scale)</i> : 3.6			
SECTION III - JROTC ACTIVITIES			
21. Indicate participation level <i>(Check one)</i> : <input checked="" type="checkbox"/> 2d year of a 3-year program <input type="checkbox"/> 3d year of a 4-year program			
22. Number of years participation in: Army JROTC Program: <u>2</u> Drill Team: <input checked="" type="checkbox"/> Squad Leader: <u> </u>			
Other <i>(Please describe)</i> : 1SG, 1998 Commanding Officer, 2000			
SECTION IV - LEADERSHIP ACTIVITIES			
23. Class Officer: <input checked="" type="checkbox"/> President <input type="checkbox"/> Vice President <input checked="" type="checkbox"/> Secretary <input type="checkbox"/> Treasurer <input checked="" type="checkbox"/> Student Counsel			
Other <i>(Please describe)</i> : President of Speech Club, Vice President of Math Club.			
24. Extracurricular Activities: Football Team-3 years and Basketball Team-2 years.			
SECTION V - ACADEMIC HONORS			
25. Academic Honors <i>(Check all that apply)</i> : <input type="checkbox"/> National Merit Scholarship Winner <input type="checkbox"/> President's National High School Award			
<input checked="" type="checkbox"/> National Honor Society <input type="checkbox"/> Academic Scholarship Winner <input type="checkbox"/> Valedictorian <input checked="" type="checkbox"/> Salutatorian <input checked="" type="checkbox"/> Dean's List			
Other <i>(Please describe)</i> : Speech Award-2000 and Math Award-1999			
OFFICIAL RULES			
1. Any American high school in the United States or overseas, in U.S. possessions or territories that conducts an Army JROTC Program is eligible to participate.			
2. Each school may select only one Army JROTC award recipient in a school year.			
3. To be eligible the cadet must: a) Be in the second year of a 3-year program or the third year of a 4-year program; b) Be in the top 25 percent of his or her academic class; c) Have demonstrated leadership; d) Participate in extracurricular activities; e) Possess an understanding of JROTC training; and f) Have not received the award previously.			
4. Once selection form is completed please fax it to the local Army recruiter in your area. The Army recruiter will submit it to the local advertising and public affairs office at the local recruiting battalion for processing.			
5. A representative from the Army and/or the local Army recruiter will present a bronze medal, a ribbon bar, and a special certificate at an award ceremony or school assembly as designated by the school.			
6. All selection forms must be faxed at least 4 weeks prior to the anticipated date of the award presentation with April 30 as the latest date to be eligible.			
CHECKLIST			
Before faxing, please review the following checklist:			
1. Indicate your presentation date and your school's ZIP Code. Your selection form cannot be processed without this information.			
2. Be sure your school has sent only one selection form.			
3. Type the selection form or print legibly to facilitate processing.			
4. Check proper spelling of selectee's name.			
5. Include your telephone number and your signature.			
6. Retain a copy of this form for your files.			
7. Fax before April 30 and allow 4 weeks for processing. Local recruiter fax number: (123) 456-7890			

Figure 3. Sample of a completed USAREC Form 1044

Dr./Mr./Ms. (**Last Name of Superintendent**), Dr./Mr./Ms. (**Last Name of Principal**), faculty, parents, students. My name is (**Name of Presenter**) and I am (**Title**).

Today at (**Name of HS**), I would like to continue what has become an important tradition, by presenting the U.S. Army Recruiting Command's JROTC Award, to one of this school's finest cadets.

The student whom the Army Recruiting Command is honoring has achieved the winning combination--excellence in both academics and the JROTC program at your school. He or she has achieved a balance that many people aspire to but only a handful achieve. I am happy to be here to give him or her special recognition for his or her accomplishments.

The Army Recruiting Command JROTC Award was created to honor the top cadets around the country. Today's award winner joins a long list of distinguished students who are both team players and community leaders, students who always seem to put forth that extra effort.

I am proud to have the opportunity to honor one of this nation's finest young people right here at (**Name of HS**). Let's give a round of applause to this year's (**Name of HS**) Army Recruiting Command's JROTC winner, (**Name of Recipient**).

Figure 4. Suggested presentation remarks to HS's that have previously participated

FOR IMMEDIATE RELEASE

FOR MORE INFORMATION CONTACT:

U.S. ARMY RECRUITING BATTALION
PATRICE CREELE
(601) 366-0895

ARMY RECRUITING COMMAND HONORS TOP JROTC CADET!

(**Winner's Name**) from (**HS's Name**) in (**City**) has been presented the United States Army Recruiting Command's Junior Reserve Officers' Training Corps Award for outstanding academic achievement, leadership, and contributions to the school's JROTC program for the academic year (**Enter School Year**).

(Include a paragraph on the awardee's academic and military achievements from school officials.)

The award was presented by (**Officer's Name**), recruiting company commander in (**City**) on (**Date**), at (**Location of Event**). He/she was assisted by (**Recruiter's Name**), an Army recruiter from the (**RS Name**). (**Winner's Name**) is the son/daughter of (**Parents' Names**) of (**City**).

###

Figure 5. Sample press release

Appendix A

Steps for Conducting an Awards Ceremony

A-1. Select a presenter who will make the best impression for the Army. The presenter can be a GO, Civilian Aide to the Secretary of the Army, local Army Reserve officer, Rctg Bn staff officer, recruiter, or anyone who can appropriately represent the Army. Retired military representatives should not be used for presentations. GOs who have ties to a particular area can be particularly effective presenters. Rctg Bns should attempt to involve GOs in award presentations at HS's in their areas.

A-2. Use the information on the selection form to help you in making remarks about the students at the presentation.

A-3. Call the school the week before the presentation to tell them you have the award and to make sure the data for the presentation date has not changed. If you miss the date for the presentation, ask to reschedule as soon as possible.

A-4. If the presenter is someone other than a recruiter, the recruiter should accompany the presenter to the award ceremony.

A-5. Award ceremonies should be publicized through HS newspapers. Use the fill-in-the-blank press release (see fig 5) to help you publicize the event.

A-6. Military personnel should dress appropriately for award ceremonies. Either the Army Dress Blue or Class A uniform is appropriate.

Appendix B

Recruiter Tips

B-1. Presenter and/or recruiter tip sheet

You have been selected to represent the U.S. Army as a presenter of its prestigious JROTC Award. This is the most exciting and rewarding part of the program -- sharing the student's joy when they receive their award. To make the ceremony memorable for the student and school, here are some suggestions to aid in the planning of the event. Remember, careful planning is the key to a successful ceremony.

B-2. Before the ceremony

- a. Take a minute to review the background of the recipient. The selection form accompanying the certificate provides basic information on the student's achievements.
- b. Visit the school before the presentation to introduce yourself and to obtain guidelines for the ceremony. It's a good idea to look at the room where the ceremony is scheduled. Seeing the room in advance will help you feel more comfortable and at ease when it's time to make the presentation.
- c. If possible, speak with the recipient's advisor and teachers for more details about the student's accomplishments and academic achievements.

B-3. Presenter responsibilities

- a. Wear your Class A or Dress Blue uniform to the ceremony.
- b. Review your speech. Suggested presentation remarks are enclosed in this regulation as a guide. Please revise as appropriate.

B-4. Recruiter responsibilities

- a. Make sure that the certificate is prepared properly. If you notice a problem, call the Rctg Bn A&PA office immediately.
- b. Ask the school contact to arrange for the award to be presented last at the award assembly. This increases the impact of the award and enhances the program's prestige.
- c. Fill in the blanks on the appropriate news releases and follow your Rctg Bn's instructions for their use.
- d. Coordinate for photo coverage of event either through your Rctg Bn A&PA office or the local media. Optional: The recruiter can take a camera and film to the ceremony. These photographs can be used in program publicity which will benefit recruiting efforts.